VCU magazine

September 1972

VIRGINIA COMMONWEALTH UNIVERSITY

VCU magazine

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COVER:
Through the powers of association, homeless felines often remind one of poor urban neighborhoods such as those experienced in the School of Social Work's community study program. See story on page 8. Photography by Gary Burns.

Message from the President

At 10:00 a.m. on June 3, Virginia Commonwealth University celebrated its first combined commencement which was held in the Richmond Coliseum. The graduation of approximately 2,400 students is an occasion of great pleasure for all connected with it: students, faculty, parents, wives, husbands, relatives, and friends.

As the graduates of our 12 schools—Allied Health Professions, Arts, Arts and Sciences, Basic Sciences and Graduate Studies, Business, Community Services, Dentistry, Education, Medicine, Nursing, Pharmacy, and Social Work—stood to have their degrees conferred, the scene afforded a time for introspection. Are they educated to the best of our ability? Will they compete well in the market place of performance? Will they serve humanity well? Are they dedicated to that service? Can they be proud of their education and their University?

We believe the answer to each question is a confident "YES". Twenty-six percent of the graduates received postbaccalaureate degrees—3 Masters of Art, 170 Masters of Science, 7 Masters of Fine Art, 130 Masters of Education, 71 Masters of Social Work, 3 Masters of Music, 2 Masters of Music Education, 76 Doctorates of Dental Science, 133 Doctorates of Medicine, 16 Doctorates of Philosophy. VCU is the second largest producer of graduate degrees in the state—a fact not generally appreciated. We hope you will help us make it better known.

The June floods in Richmond created a disaster situation. As so frequently happens when people are confronted with such a challenge, the people of VCU performed magnificently. The hospitals lost power and then water. Portions of the hospital were on emergency generators for almost five days. Drinking water was brought in milk cartons for five days. Rhoads Hall housed 500 students. Most went home until water could be restored. Classes were canceled from Saturday morning until Monday evening.

Employees worked long hours under very trying conditions to maintain functions and facilities. We are very proud of their performances.

Summer is a time for vacations. It is also a time for preparation for the new academic year. Increased computer facilities have finally put us in a position to begin to be able to utilize this device in some exciting educational activities. New deans, faculty, and department chairmen are assuming responsibilities and leadership in the development of improved curricula on both campuses. Many renovations are under way in the hospital, and 129 new nurses are reporting for duty this summer as a result of intensified recruiting efforts this past year. A new summer orientation program for students on the west campus is under way.

It promises to be an exciting year. We hope we can look forward to your continuing support.

Warren W. Brandt
President

Alumni on Continuing Education

James L. Dunn
Director of Alumni Activities

Today, more than at any time in our past, Americans are concerned with continuing their education after graduation from college. The programs in which they participate are varied and meet a number of different needs of the individual. Those who earned a baccalaureate degree at the Academic Division of Virginia Commonwealth University recently were asked to participate in a survey. The purpose of the survey was to determine the characteristics of continuing education programs desired by recipients of baccalaureate degrees from urban colleges and universities.

In addition to determining the desirable characteristics of continuing education programs, the study attempted to determine the structure of programs which interest undergraduate degree holders. Further, an effort was made to determine the subject areas in which alumni were most interested. Finally, this study attempted to determine whether or not graduates of urban institutions of higher education are participating in continuing education programs currently being offered them.

It is appropriate that the Alumni Activities Office of Virginia Commonwealth University should become involved in such study. Colleges and universities throughout the United States have sought to offer to their graduates various types of continuing education programs designed to improve the individual's job status, to teach new careers, and for individual self-enrichment. As this University seeks ways in which it can meet the needs of its alumni, it is reasonable that it explore the area of continuing education and that it determine what those who studied here feel they need and desire in this area.

For the purpose of this study, continuing education programs are defined as those planned for the adult who no longer attends school on a full-time basis in which he undertakes organized educational activities with the intent of bringing about changes in information, knowledge, understanding of skills, appreciation of attitudes, or for the purpose of identifying and solving personal or community problems.

A questionnaire was prepared and mailed to those who earned a baccalaureate degree at the Academic Division of the University. A total of 6,515 questionnaires were mailed in early April, 1972. By the end of April, 1,120 responses, or 17.3%, had been completed and returned to the Alumni Activities Office.

Baccalaureate degree holders of urban universities are concerned about continuing education for opportunities after earning their degree. Of the 1,120 degree holders responding to this survey, 769 had involved themselves in additional academic experiences at their alma mater since earning the baccalaureate degree. A total of 1,033 had participated in academic activities at institutions of higher education other than their alma mater. The greatest number in either category had attended classes during the evening hours. Most alumni feel that the University should plan continuing education programs giving special consideration to the needs of alumni. Of those responding, 74.3% thought associated alumni should sponsor such programs.

In an attempt to learn what time of year was considered most convenient to attend continuing education programs, what length of sessions were preferable, and what time schedule was preferable, a series of questions were included in the survey. Alumni responding indicated that they would prefer attending continuing education programs during the summer quarter of the year (33.1%). This was followed by the fall quarter (29.8%), the winter quarter (23.1%), and the spring quarter (14.1%). Short sessions seem to be preferred by more alumni since 34.3% indicated they would prefer sessions which lasted only half a day. The order of preference followed with alumni selecting several days (23.9%), a week-end (21.3%), or one day sessions (20.5%). Programs offered during the evening hours attracted the greatest number of alumni. Those indicating that they preferred evening hour programs amounted to 56.9% of those responding. This was followed by a preference for day hours (22.5%), and Saturdays (20.6%).

Most alumni indicated that they would prefer to return to the University campus for continuing education programs. Of those responding, 48.3% made such a choice. This was followed by 33.3% indicating that they would prefer that continuing education programs be offered in their home community, and only 18.5% selected that they would like to have continuing education programs offered in the city where the University is located but not on campus.

Most alumni indicated that their first choice of subjects would be continuing education programs related to their jobs. Of those responding, 51.5% indicated this was their first choice. The next most popular choice was the major area of study while a student—selected by 19.2%. The remaining first choice subject areas in the order of their frequency were: self-enrichment, cultural, skill development, new careers, current affairs, and hobbies.

Second choice subject preferences were: self-enrichment, skill development, major area of study while a student, cultural, job-related, current affairs, hobbies, and new careers.

Third choice preferences were made in this order: self-enrichment, cultural, skill-development, hobbies, current affairs, major areas of study, new careers and job-related programs.

The type of faculty member that degree recipients would

Continued on page 15

Nurse Anesthetists

Allied Health Professions

Who, what, where, why?

"So Junior is entering medical school," exclaims an impressed neighbor. "No, not exactly. He is entering MCV, VCU's Health Sciences Division, but not to train as a medical doctor," an apologetic parent explains. "Oh, I assume he is to become a dentist then?" neighbor questions. "No." "A pharmacist?" continues a then-puzzled neighbor. "No. And not a male nurse either," says the parent.

"What's left then?" the questioner continues. "Junior is going to be an allied health professional," the parent offers as justification. "An allied health professional, huh? Well, that's real nice, . . but what does that mean?" the skeptic neighbor inquires.

Such misunderstandings could, and probably do, occur daily. Even the parent whose child was entering VCU's School of Allied Health Professions did not comprehend the meaning of the collective label.

Dean Thomas C. Barker offers this description of his school: "Allied health covers all professional, technological, and occupational workers in the broad fields of patient care, environmental health, public health, health care administration, and health research, who engage in activities that support, complement or supplement the professional functions of physicians and dentists."

In short, the School of Allied Health Professions trains supportive health specialists. Among the disciplines in the VCU curriculum are: hospital and health administration, medical technology, nurse anesthetists, occupational therapy, physical therapy, radiology sciences, and patient counseling. Of these, all except one are reclassified from former "school" levels to that of departmental status; patient counseling is on the "program" level.

Physical Therapy

Hospital Administration

Patient Counseling

Radiologic Technology

Even though the School of Allied Health was organized in January of 1969, the official change in curriculum names from schools to departments did not come until January 1972. "All the former schools were traditionally independent. With the formation of Allied Health, we brought these autonomous units together," Dean Barker states. "This was done for efficiency in curriculum development, for better faculty utilization, and for the improved performance of the graduate practitioner," he continued.

The dean acknowledges a change in the health sciences in that practitioners work more as a team than in earlier years. "Therefore they are now taught as a team."

In tracing the history of today's health science centers, Dr. Barker attributes much of the progress to meeting service demands in the hospitals. He points out that only since about 1910 has medical science been placed in a formalized setting. From within this environment came the need for nurses and pharmacists. Soon thereafter such professions as medical technologists and radiation technologists were demanded. "These also sprang out of need. If a skilled worker could not be found, they were trained as the need arose," the dean supplements.

When the University was organized in 1968, the Wayne Commission recognized the growing trend in the health sciences for the training of various technologists, therapists, technicians, and aides. It therefore recommended the creation of the School of Allied Health Professions.

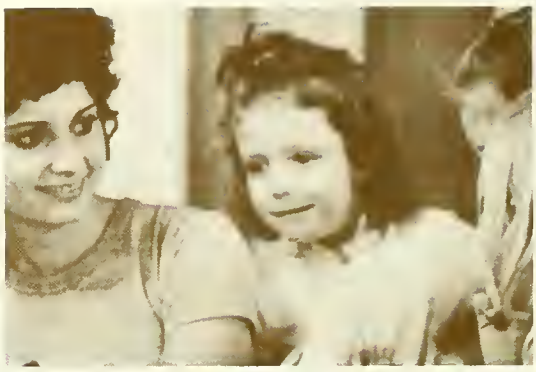
With over 430 students currently enrolled, the school's graduates have no problem in finding placement. "We can't train enough students for the job openings. Career-wise, the sky is the limit," the dean announces. "And within the last few years, the pay has increased significantly."

Thus as Dr. Barker indicates, "We possess better techniques for health care delivery than we are able to apply. The critical bottleneck is the lack of people who provide that care; how many there are, how they are trained, how they are utilized." The School of Allied Health Professions hopes to expand the reach of other health workers by providing the personnel required to improve health care delivery.

It may be misunderstood by many, but for their services rendered, graduates from this school are appreciated by all.

Community Study

Interpreting urban life



What is a typical family and how does this nomenclature compare with the real thing? Why does one community differ from another? How do residents within an urban community live? How do they feel about being welfare recipients?

Answers to these and other questions will be reflected in community profiles prepared by graduate students in the School of Social Work. The class . . . Community Study Course (SW 676).

Being offered for the second year, the community study course will enroll all 110 entering graduate students. Groups of 12-15 students under the supervision of a faculty member will be assigned to one of seven neighborhoods in Richmond. These neighborhood communities include the Fan District, Randolph, Southside, Oregon Hill, Central Richmond, Highland Park, and Church Hill. In addition, another station will be in Norfolk where the Social Service Bureau has volunteered the time of one staff worker to assist the students studying Norfolk neighborhoods.

Florence Z. Segal, coordinator of the community study program, describes the course as a supplement to classroom learning. "For effective social work practice, students must gain an understanding of conditions of urban life and how these conditions can be changed," she states. "This kind of understanding is enhanced by live experiences in a community."

Mrs. Segal explains that the students will be confronted with problems of racism, poverty, and alienation; of sensitivity to the way of life of people dwelling in urban neighborhoods; and comprehension of social service delivery systems and other social institutions. The study's focus is to instill within the student an awareness of the nature of these problems.

Neighborhoods selected reflect, as much as possible, a heterogeneity of race, economic factors, and social and class conditions. Mrs. Segal, who served as faculty leader for the Fan District study group last year, said, "What we found was really a series of communities. The students began to understand how the people feel when dealing with powerlessness."

The student will spend two days each week in the first six weeks of the fall semester as participants in the course. Prior to last year's community study program, they entered immediately into their regular field work assignment. Under the revised schedule, the community study course precedes the regular field assignment in order to further the goals of "conceptual learning plus practical experience," says Mr. Segal.

All first year graduate students and community study faculty will participate in a simulation game at the beginning of the fall semester. The two day SIM-SOC experience is designed to inform the students about social conflict and social control. "The use of games as a teaching or training device has been very successful. SIM-SOC is a game focused on social processes for use in teaching students about the society in which they live," Mrs. Segal states.

SIM-SOC was developed by Dr. William Gamson at the University of Michigan with Dr. Cathy Greenblat of Douglas College conducting the game in VCU's community study course.

Rather than gaining knowledge about a specialized client population served by a particular social agency, students will begin their social work education with an orientation to the total spectrum of urban community life, particularly as it applies to recipients of social welfare services," she adds. "An understanding is gained of how the client feels about being on welfare rolls."

"This course is designed to give students opportunity to develop a generalized view of community and individual problems and the efforts directed towards a solution of such problems," Mrs. Segal continues. Not only will each of the neighborhoods serve as a laboratory for observation but each will receive a written profile of their community emphasizing demographic studies, services available to individuals, listing of stores, housing assistance, and sources of other assistance. Assistant Professor Segal explains, "We all feel better in using the community as a laboratory if we can return something to it."

The residents and institutions within each community will serve as the primary resources for the study with the interaction of the student and these social forces becoming an educational tool.

An individualized study, the social work student can reflect on the daily problems of individuals in given situations and begin to understand what agencies are available for the solution of these situations. As Elaine Rothenberg, dean of the School of Social Work, expresses it, "The students are given the opportunity to see people as people and not only as problems studied in the classroom and in textbooks."

Mrs. Segal views the course as "an added tool in the curriculum, seeking to help the social work student see the community in its various dimensions. After taking this course they will know how to learn."

Admissions
The origin of the student

From the freshman enrolled in general studies to the doctoral candidate in physiology, no one is able to escape all of the rigors of college life. Granted the freshman may find "the going a bit rough" until he "learns the ropes" but no matter what the degree and no matter what the field of study, the student must at one time or another observe the ritual of being admitted into a university.

Not to be confused with the often tedious process of registration each semester, college admission is, for most, a one time event.

Or is it such an event? A rising sophomore recalls only the essentials of the process with the troublesome details escaping from memory. Still another remembers "a lot of paper work" but little more, including his college board scores.

Yet there are those on every campus who can expound on every detail of the process, pausing in their recollections to relate still another "special" situation or interesting sideline.

Admissions officers often appear to be a unique breed of people. And indeed this may be true. How many people do you know who become concerned about an individual's potential and motivation when their only association with said person is through written correspondence? In some schools within the University a personal interview follows the stage of lengthy forms but by that time the interviewee certainly means more to the admissions officer than another social security number trailing through his office.

But regardless of the concept, the process is an interesting—and often misunderstood—phenomenon.

Just as the subject area taught varies at a large urban university, so do the admission requirements. What applies for one school is often supplemented with other materials, references, or examinations by another.

At VCU's Academic Division there is some degree of parallelism in the "critical factors" being examined for that campus' six schools of study. Assistant Director of Admissions Donald L. Smith explains the basic undergraduate admission requirements for the Academic Division. "Basically we examine three aspects of the application very closely: the student's high school record, the secondary school's recommendation for the student's acceptance, and the college board score." However, Mr. Smith adds that the examination scores have "flexible usage and are especially significant in borderline applications. "You can't measure motivation and interest through a written exam," he states.

In addition to these requirements, the School of the Arts requires the appropriate audition or portfolio prior to consideration by the entrance committee. Such committees review the applications gathered, processed and screened by the admissions offices throughout the University. Generally the committees which make the final decisions regarding which application will be accepted are composed of faculty members appointed by the dean of the schools.

At the Health Sciences Division the number of students enrolled does not approach the vastness of that at the Academic Division. Yet the basic procedure is much the same in reviewing the applications. William A. Robertson, Jr., dean of admissions at MCV, stressed the length of time necessary to handle the applications for the Schools of Nursing, Dentistry, and Pharmacy and portions of Allied Health Professions—all processed in his office. He refers to the continuing inspection of transfer hours from undergraduate institutions and the validating of courses for MCV's requirements as well as scrutinizing the applicant's pre-professional preparation.

In addition to providing the complete application folder on each prospective student, the admissions office calculates the year-to-year performance by the individual. "We often go back to high school records to see the trend of a student's performance. In short, we wrap up the candidate on paper for the admissions committees to review," Mr. Robertson says. "The selection is a question on which of the best applicants to select," he adds.

In his emphasis on the detailed research accompanying applications at the Health Sciences Division, Mr. Robertson states, "We look for people who can act under pressure. The human relationship must equate itself with the academic ability."

But even with this involved form of screening, some attrition still exists. "Often this attrition is the result of the student's change of mind rather than lack of ability," explains Mr. Robertson. "However, any attrition is reason to be concerned."

The magnitude of applications sent to the University versus the number of students actually enrolled is oftentimes unrealized by the layman. Because of this demand, applications are processed long before the fall semester convenes. For instance, the School of Medicine closed the application period for fall 1972 on December 31, 1971. Associate Dean Miles E. Hench reports that since July, applications have begun coming into his office for the fall 1973 semester. For the first time these applications will be handled through the American Medical College Application Service (AMCAS) through which applicants will complete only one form and indicate the medical colleges throughout the United States to which they desire the application to be sent. Dr. Hench speculates that this will result in more applications than ever before received.

But need for more applications is not necessarily a problem for the School of Medicine. This semester finds the 146 entering medical students having been selected out of a field of over 1,800.

The same trend holds for the entire University. Physical therapy applications have tripled in the past three years, according to Dean Robertson. That department accepted its capacity of 35 out of its 250 applicants. Medical technology and the School of Nursing have witnessed a doubling of their applications in recent years. The Health

Continued on page 15

Medical Education's New Roles, New Facilities

As was pointed out during the eighth annual Sanger Lecture series at the University, the right to have adequate health care has, within the last few years, become a primary concern in our social revolution.

Dr. William G. Anlyan, vice president for health affairs at Duke University, delivered the address and presented a slide presentation entitled "1985." The theme concerned various forecasts and recommendations for medical education and health care as well as a review of change within the recent past.

According to the speaker, during the 1960's, health care became the guaranteed right of both the aged and the poor with the federal government assuming a major role in this partnership. The 1970's are witnessing the expansion of the guarantee to include every United States citizen. Leaders in this age of change in health care, patient service, medical education, and underlying philosophy are the medical campuses throughout the country.

MCV has been among the prophets in the health sciences revolution. Instead of limiting itself to four years of undergraduate education with little interaction with the mother university, it has expanded graduate education to the point where 24 fields are now available for graduate study.

The medical education curriculum is undergoing such fundamental changes as how long a student will be in training. Dr. Warren H. Pearse, dean of the School of Medicine, explains that the new time schedule provides for 31 months of schooling plus the teaching hospital internship, as opposed to the traditional 36-month period. "However," he adds, "many of our students do not want their education shortened." The abbreviated schedule essentially eliminates the period of elective courses in student's workload. The three-year or compressed curriculum attracted 15 of 120 students this year but 38 have indicated an interest for next year. Dr. Pearse believes that 20 per cent of the medical students will be the peak number attracted to this schedule, but the option is there for the individual to consider.

Until ten years ago, continuing education programs were sporadic. Now 150 hours of continuing education in medicine are required each three years for recertification in Oregon and New Mexico. "Such time limitations aren't a good approach for continuing education," states Dr. Pearse. "We need to identify exactly what people's problems are and then direct education to these problems," he explains. As opposed to the disorganized efforts for continuing education in years past, VCU has programmed into each school a highly tailored and efficient plan for the continuation of one's education after graduation (VCU Magazine, 1972 spring edition, "Continuing Education: It Goes On and On and On.")

Likewise, in years past the allied health education programs were usually developed by the individual student according to his particular interests. There was little or no central coordination on behalf of the medical schools in directing allied health curricula. VCU now has the School of Allied Health Professions which encompasses such areas of study as medical technology, hospital administration, occupational therapy, and patient counseling. According to Dr. Thomas C. Barker, who serves as dean, this is the second largest school at the Health Sciences Division of the University.

The medical student in 1972 finds himself gaining practical hospital experience throughout the state. Third year students go to one of six hospitals blanketing Virginia from Abingdon to the Eastern Shore. This practice too is contrary to established ideas in medical education which at one time trained the student at his on-campus hospital facility only.

According to Dr. Pearse, each hospital experience subjects the medical student to a different pattern of practice. He explains that the MCV Hospitals are crisis-oriented, thus students would not get the entire spectrum of patient care at these hospitals alone. Other hospitals deliver more routine and preventive health care of the day-to-day health problems variety; therefore, an interaction with various types of hospitals is encouraged.

Because of the thirty-year trend for doctors to specialize, Dr. Pearse reports a shortage in family practice physicians throughout the country. The University has staged a progressive program to invite more study in primary medicine and family practice—particularly in rural areas. Only the University of Minnesota School of Medicine has a larger family practice plan than VCU's program which is directed by Dr. Fitzhugh Mayo. Twenty-four residents are beginning study toward fulfilling this need in the area of primary medical service. Dr. Pearse explains that the students will be trained in different patterns of practice and therefore can more readily adapt to the medical environment's needs where they practice, whether it be in rural or urban areas. According to the medical dean, there is a demand everywhere for the family practice doctor.

The MCV programs in medicine will be accentuated, expanded, and centralized with the completion of the new University hospital. This facility has recently undergone a financial feasibility study with the Virginia General Assembly having appropriated $500,000 for the continued planning of the hospital.

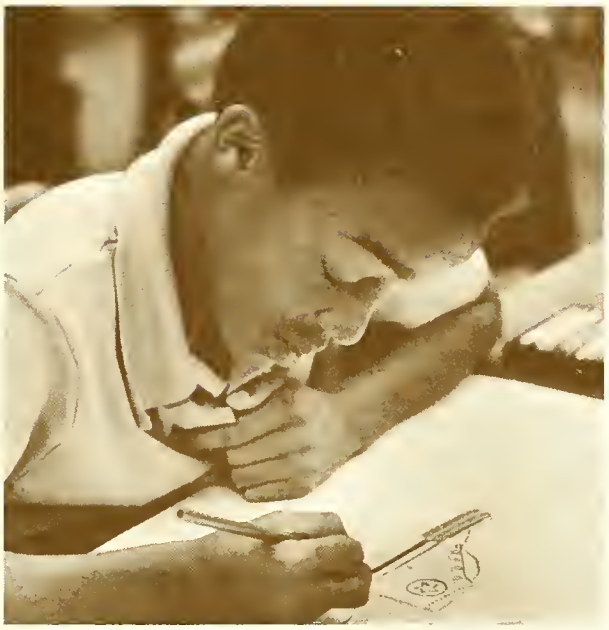
Dean Pearse believes the new hospital will generate better care for the patients and allow the University "to demonstrate better health care for student instruction." Likewise, Dr. Lauren R. Woods, vice president of the Health Sciences Division, stresses the importance of the hospital for both medical services and medical education. He points out that the institution's primary responsibility is to educate students in the health sciences and the completion of the building will offer an improved laboratory for observation for medical students.

The hospital will serve two major purposes, according to John F. Imirie, Jr., vice president of hospitals. First, it will replace existing suboptimal patient care facilities and second, provide a central point for the connection of all hospital buildings.

At an anticipated cost ranging from 38 to 40 million dollars, the hospital will call for the phasing out of both the South and East Hospitals. "The cost economies of centralized facilities such as this will be of value to a variety of groups in the health sciences," states Vice President Woods.

As Dr. Woods summarizes, "The new hospital will allow us to do a much better job of taking care of patients as well as educating our students."

photography by Gary Burns



Children's Portfolios

Peering into the future

"I wanted to see if I was good enough in art for college training," said Debbie Hoffman, student at Richmond's Thomas Jefferson High School. "The university environment combined with the guidance in technique and detail made this (workshop) particularly attractive," she continued.

Miss Hoffman referred to the summer art workshops conducted in the School of the Arts' Pollak Building. "This is the first summer for use of this new building," points out art faculty member Glenn B. Hamm, "and we are attempting to use every square foot of space."

Mr. Hamm, who conducted the workshop for high school students, said that the experience supplemented the regular high school education and art training. He suggests the program as "still another example of VCU's commitment to serve the community and to reach all its people."

Children from the ages of 8 to 18 have attended the daily sessions throughout the summer with faculty from the art education department directing their work. Dr. Alan L. Landis, chairman of that department originated the concept for the six workshops which have been presented through the VCU Summer Sessions Office.

Joining Mr. Hamm as instructors of the classes (each accommodating twenty students) are: Arthur Wayne Miller, Allen Nelson Lewis, and Michael H. Ferris.

Mr. Lewis, who guided the art of the junior high students, said, "It is most unique for the children to work in a university studio and to have the chance to work with all these materials."

From learning the principles of design to producing books on the brightly colored 1897 Chandler-Price printing press, some 120 students from the Richmond area have participated in this "unique opportunity."

Wirt Christian

Mr. Krolik, director of placement and career planning, came to VCU from Wayne State University in Detroit where he was employed as a placement counselor. He received both undergraduate and graduate degrees in education from Eastern Michigan University.

After Graduation What then?

by James J. Krolik

The Office of Career Planning and Placement at the Academic Division has experienced accomplishments in many areas during the 1971-72 academic year. These accomplishments have included all areas of the placement operation, both internal and external, as well as providing greater service to faculty and students at the University.

Recruiting

The most important historical function of the placement operation is on-campus recruiting. In this area, I believe that we have made some gains. This academic year, the placement office was visited by 120 employers in business, education, and government. Although the number may appear small, campus recruiting has been in a sharp decline at most universities across the United States. This number of 120 was up slightly from last year, and more importantly, we have started to attract many new recruiters from the State of Virginia. In the future, the growth of more local employers visiting the campus could be the most far reaching accomplishment of the placement operation at VCU.

Along these same lines, the placement office has been contacted by many Richmond and out-state employers in search of new employees. In addition, the office has made repeated attempts to contact local employers concerning the availability of our graduating students and alumni. I would estimate that we have received over one thousand job orders during this year of operation. The placement office has become active in both the state and national placement associations in the hope of establishing new contacts with business and industry. The office is also a member of the Personnel Administration Society where we hope to improve the image of the University to the community and better acquaint ourselves to the business activity in Richmond. In time, through our participation in these professional groups, VCU's placement efforts will become well established with business and industry leaders throughout Richmond and Virginia.

Our on-campus recruiting activity was most successful in regard to education majors. We had a total of 55 Virginia School Divisions visiting the campus in search of our graduates. Many out-state school districts had contacted the office, but student interest in these school divisions was limited. We have contacted the Virginia School Divisions for the past few months and have been encouraged by the number of openings that they have reported to us. Of primary importance to the graduating student is that he must be prepared to contact those school divisions not in his own backyard. Along these same lines, he must present a positive image as though he were seeking a position in business or government. Again, the placement office has moved forward in the area of educational recruiting for our graduating students and alumni.

In summary, the largest demand for our graduates remained in the area of sales, accounting, retailing, and banking. In all of these fields the recruiting activity was above normal activity, although the student waited longer for his job offer and there were fewer offers made to each student. The job situation for liberal arts graduates remains bleak, but it appears that the liberal arts student could improve his chances for gainful employment by starting earlier and looking harder.

National Scene

Across the nation, the College Placement Council (CPC) has reported that in all disciplines and in all degree levels, a six percent increase in hiring was substantiated. In terms of exact numbers, 782 respondents to the CPC survey expected to hire around 47,647 new employees in 1971-72. The 1970-71 total was around 45,087. Yet, the number of anticipated hires is well below the peak figures of the late '60s and still below the approximately 70,000 new employees for the 1969-70 academic year.

At the bachelor's level, business students fared best with a nine per cent increase over last year. Majors in science and mathematics went up four per cent while the hiring of engineering candidates stayed at about the same level as a year ago. Non-technical majors, others than business students, found the job market exceptionally tight with a 6 per cent decrease.

In contrast to the status quo at the bachelor's level, engineering hires at the master's level went up 33 per cent. Other master's figures, all increases, were: science and mathematics, up 23 per cent; business, 5 per cent; non-technical other than business, up 3 per cent.

Based on the number of hires reported by the various employer groups, college students found the most openings in merchandising, federal government, public accounting, banking-finance-insurance, chemicals and drugs, and state and local government. Employer groups showing the biggest step-ups in activity were research and consulting, up 88 per cent; chemicals and drugs, up 52 per cent; aerospace, up 43 per cent; public accounting, up 37 per cent; electrical machinery, up 32 per cent; and building materials and construction, up 27 per cent.

On the other side of the coin, some employer groups reported less optimistic figures in these fields: electronics, instruments, glass-paper-packaging, federal government, and petroleum. Generally, employers found they had to make fewer campus visits to hire more graduates, with the number of campus visits down 14 per cent from last year. Three main reasons were noted for this: (1) higher acceptance rates, cutting down on the need to interview as many candidates, (2) a large number of applications and "walk ins", and (3) referrals from other sources, such as returning servicemen and unemployed experienced candidates.

To back up what has been already stated, an article appeared in **Business Week** last fall which stated a dismal picture for campus recruiting. They reported a survey taken by the American Society for Personnel Administration which estimated that campus recruiting would be down nearly 50 per cent when the class of 1972 started taking interviews. To go along with this, the article predicted fewer jobs for June 1972 graduates. Although the picture was not as gloomy as first thought, all indications do point to a more difficult period for our college graduates.

Salary Levels

In terms of the average dollar value of offers, the bachelor's picture is mixed, although there have been more categories with gains than losses. Ironically, accounting has experienced a drop in dollar value despite its increase in volume. At $836 per month, the accounting average is down approximately 3 per cent from last January and 1 per cent from the year end figure in June. Dollarwise, mechanical engineers at $891 and electrical engineers at $876 have remained at about the same levels as last year. Chemical engineers still command the highest dollar average at $933, a 1.4 per cent increase over June. In the non-technical bachelor's areas, the dollar average for business students has increased 3.6 per cent to $742 since June of 1970-71. On the other hand, the average for the humanities and social sciences category has dropped to $665, a decline of nearly 8 per cent.

At the master's degree level, MBA students have experienced a drop in the dollar value as well as in the volume, with the average down 3 per cent from last year. The current averages are $1,039 for students with a technical undergraduate degree and $975 for those students with a non-technical background. These figures do not represent the spring semester which is the heaviest recruiting period for MBA's. From all indications, the MBA market is improving across the nation.

Based on the national surveys by the College Placement Council, VCU's graduates did remain with the national average. The future for the placement office in terms of their on-campus recruiting program remains unpredictable. Yet, most importantly, we are laying the foundation for a truly functional operation in order to offer effective services to our students when the economy begins to brighten.

Alumni Placement

One of the fastest developing services within the placement operation is our alumni placement service. As stated earlier in this report, we have received over 1,000 job orders to the placement office. These orders ranged from entry level positions to those requiring advanced training and experience. For example, one of our alumni applied for an administrative position with a Richmond-based firm through the alumni placement service. After submitting an application, he accepted a position paying $15,000 per year with opportunities for growth and advancement. Our alumni registrants are also exposed to our on-campus recruiters who are seeking more experienced personnel. Finally, as more employers discover the placement office at VCU, our contact with business, industry, education, and government employers should markedly increase over the coming years.

An invitation is extended to you to visit the office or write a letter indicating your interest in registering with us. I believe that you will be more than satisfied with the service that you will receive. Remember, the alumni placement service is available to all majors both in the School of Allied Health Professions at the Health Sciences Division and at the Academic Division.

School of Dentistry

Supplying a demand

VCU's School of Dentistry is telling many of its students that the good life may be back home in rural Virginia.

As the only dental school in the state, VCU is attempting to close a gap in rural Virginia's supply of dentists.

According to statistics cited by Dr. John A. DiBiaggio, dean of the school, nine Virginia counties have no dentists, five counties with populations exceeding 10,000 have only one dentist, and only one dentist in each of the 18 counties having 5,000 to 10,000 people. All of these counties are rural.

Recognizing the need for more dental care in these areas, the school is encouraging students from rural areas to return home to practice dentistry. In addition, students from rural sections of the state are being actively recruited in the hope that, if more are trained, more will return.

"Most of the dentists in rural areas came from rural areas," said Dr. Willie D. Crockett, professor in VCU's department of restorative dentistry. "But," he added, "there isn't an adequate number."

The reasons for migration of dentists from the country are many, Dr. Crockett said. If the wife is from the city, she often wants to settle near her home. Cities also offer professional camaraderie and, though unfounded, dental graduates fear that a country practice will be financially unrewarding.

Also, Dr. Crockett is coordinating six recruiting teams composed of a faculty member, a dental student and a local practitioner. The teams have visited approximately 55 colleges and many high schools in the state and are attempting to recruit black students as well as those with rural backgrounds.

Blacks represent approximately 18 per cent of the population in Virginia but only about seven per cent of Virginia dentists are black, according to Dr. DiBiaggio. The School of Dentistry has graduated only three black dentists in its 75-year history. Five have been enrolled for the next academic year.

A third area of active recruitment, according to the dean, is women. "Many women," he suggests, "do not think of dentistry as a career, although they would be ideal dentists." Not only in the field of dental hygienists (where more males are being recruited) but also in training as licensed dentists, females are now encouraged to pursue a dental career.

Since VCU is a state-supported university, Dr. DiBiaggio feels a commitment to enroll a greater number of Virginia residents as students, and this he is achieving. He reports that 59 out of the 100-strong class of 1971 were Virginia students. The class of 1972 has 95 Virginians entering out of the total 110 students.

Mobile trailers were used in the treatment of children in rural Virginia.

Dr. DiBiaggio attributes this change in the school's commitment to the state, to its recruitment program resulting in more qualified applications from within Virginia, and to the school's decreasing commitment to neighboring states which now have their own dental schools.

In an attempt to fulfill these commitments to educate more blacks, females, Virginians, and rural students, the school has, for the first time, instigated a number of extramural activities under the banner "Community Health Summer Traineeships"—ten programs involving some fifty VCU dental students.

Dr. H. Gordon Cheney, chairman of the department of general and preventive dentistry, and his associate Dr. Sherwin Fishman serve as coordinators of the summer programs.

One typical traineeship is located in rural Appalachia where students can work with other health science students in seeing how rural populations live.

Another yields hospital experience in Newport News' Riverside Hospital. Dr. Cheney reports that the students in this ten-week program will work with medical students in a family practice environment.

As the Virginia Dental Practices Act was amended to permit senior dental students to assume responsibilities of a dental hygienist while under the direct supervision of a licensed dentist, a traineeship has been established for nine seniors to gain experience from working with dentists throughout the state. This program is sponsored by the Virginia Dental Association.

A fourth summer program that Dr. Cheney points out as exemplifying still another area of study is that of establishing a preventive dentistry program for institutionalized, developmentally disabled children.

Whatever the need of the student and of society, the school attempts to recognize this need and respond to it.

Continued from page 5

prefer for continuing education programs indicated that most alumni responded are interested in programs with practicing professionals serving as faculty. Of those responding, 38.5% made such a choice. The nationally recognized professional in a subject area was selected 33.6% while the regular University faculty was selected by 27.9%.

The cost of attending a continuing education program was also one of the characteristics surveyed. The results indicate that 48.9% of those responding are employed by companies that would pay the cost of a job-related continuing education program. The vast majority (91.4%) indicated that they were willing to pay the cost of a continuing education program themselves.

Education for the baccalaureate degree recipient of an urban university does not cease when his degree is granted but rather continues in the form of evening classes, cultural events on a university campus, day classes, and participating in seminars or work shops. Those who responded to this survey leave little question that the University should be actively planning continuing education programs for those who graduated from the institution. These data represent a great challenge for the Alumni Activities Office of Virginia Commonwealth University and for the University which is deeply committed to continuing education.

Continued from page 9

Science's School of Basic Sciences and Graduate Studies had 129 applicants of which 54 were accepted and entered. The Academic Division received over 7,800 applications of which 3,000 were registered.

A growing emphasis is being placed upon accepting Virginians into the University programs. Dr. Hench reports that 84 per cent of the entering medical class are students from Virginia; nursing has approximately 80 per cent Virginians, according to Dean Robertson, with pharmacy reaching 95 per cent. Mr. Smith speculates that the Academic Division has admitted only about 13 per cent of the entering class from states other than Virginia.

In Mr. Robertson's operation, he finds that the admissions committees give preference consideration to those applicants from Virginia.

Both University divisions engage in some form of recruiting. Dean Robertson describes his office's efforts in this area as low key. "Why go out and drum up business for the University only to receive the application and possibly turn it down because of space limitations. We are more concerned with visiting Virginia high schools and colleges and acquainting students with what the health professions have to offer as careers." Likewise, the Academic Division admissions personnel travel throughout the state in an effort to familiarize people with the University.

Whether or not the student remembers or even realizes the admissions officer's role in his life is secondary to the fact that these professionals do have an effect. They are cognizant of this fact and treat this influence with respect.

Alumni Travel
A relaxing adventure

photography by Thomas M. Layman '65

If subways are underground sidewalks and sidewalks are footpaths, then are underground tubes likened to New York subways and are dual carriageways, expressways? For the answer go to London.

A lift is an elevator; a starter, an appetizer; sweets, dessert; and holds are traffic jams. And this is English? Yes, it is English but not the same language, as many VCU alumni found both to their liking and confusion.

But a week in Europe's largest city can alleviate much of this initial confusion to the point that a tourist—visitor, if you please—can hardly remember being confused.

In a young university the list of "firsts" is endless but nonetheless exciting. This "first' initiated through the Office of Development and Alumni Activities was the offering of two trips to an elegant and historic London for University alumni and their immediate families. Both trips were in May and both were well received by the enthusiastic travelers.

Director of Alumni Activities James L. Dunn summarizes the attractiveness of these particular trips: "Those people desiring to travel outside the United States but not for an extended period of time at an exorbitant cost, will find these trips appealing." He further recommends the package because of its "unstructured calendar" whereby everyone is free to tour, shop and relax as they desire, when they desire.

The London tour included round trip airfare, residency in one of London's newest luxury hotels, two meals daily, all gratuities for chambermaids, bellboys, and doormen, experienced escorts and hotel hospitality/information desk. And in addition to the included trips to Hampton Court, Windsor Castle, Westminster Abbey, and the Changing of the Guard, optional tours were available to such places as Stratford-Upon-Avon, Stonehenge and Salisbury, Brighton, and even Paris. And in the evenings "tours" could be arranged for everything from pub crawling to the Elizabethan Room where the gentlemen are treated as kings and wenches serve in the Old English style.

Some alumni engaged all the optional tours, others none of them. Some polished brass at the Abbey while another bought forty knife rests. Some rode to Greenwich via the Thames and others went to the theatre nightly. One rode through the moors, another the tube. Whether it was antiquing, touring, shopping, or studying, London was equipped to handle it all.

And the travel possibilities continue. From August 25 through September 2, alumni are flying to Spain for a week at the Atalaya Park Hotel in Costa Del Sol on the Mediterranean. Each day they will have the option of joining English-speaking escorted tours, renting a car and finding picturesque spots on their own, or relaxing at the hotel's 20 acres in this romantic paradise. The same Spain trip will be repeated from October 27 until November 4.

November 6 will begin another enticing week in London at the London International Hotel.

The new year will get underway with a January 14-21 trip to Acapulco where alumni will stay at the new Plaza International Hotel. March will find many VCU alumni in Athens, Greece, enjoying one of the world's most scenic and historic regions.

Additional information on the alumni tours may be obtained from the Alumni Activities Office.

Did you know...

ALUMNI ACT AS AMBASSADORS

One way of serving your Alma Mater is, as growing number of alumni are finding out, to represent the institution in numerous functions throughout the year.

Thus far, 1972 has witnessed five alumni serving as official delegates from VCU at inaugurations of university presidents. Generally being impressive ceremonies, such inaugurations offer the University the opportunity of furthering relations and communications with other educational institutions.

Those alumni having participated in inaugurations in 1972 include: Elmer W. Crawford (MS rehabilitation counseling, '70) at Salem Academy and College, Winston-Salem, North Carolina; Dr. John B. Hamrick (DDS dentistry, '43) at Georgia Southern College, Statesboro, Georgia.

Also participating were: Mrs. Sabra S. Russell (BS nursing, '31, BS public health nursing, '40) at Chapman College in Orange, California; Walter M. Hathaway (BFA art education, '61) at Shaw University in Raleigh, North Carolina; and Dr. N. Carl Wessinger (DDS dentistry, '58) at Newberry College, Newberry, South Carolina.

VCU President Warren W. Brandt expresses appreciation on behalf of the University for those alumni carrying the University's name at these functions.

NEUROSURGICAL UNIT OPENS

Following the addition of $52,000 in electronic monitoring equipment, the University's Health Sciences Division has reopened its neurosurgery intensive care unit—the most electronically advanced patient care unit at the MCV Hospitals.

The unit is primarily designed to treat critically ill persons with injury or disease of the brain or spinal cord.

Each bedside unit, or modular monitoring system, provides a 24-hour record of the patient's vital signs. An alarm sounds when changes occur in the heart, brain, lungs and blood stream, or temperature.

Unlike the previous system of periodic measurements made by the physician, the new equipment provides continuous electronic monitoring of the patient, immediately signals a change in his condition, and allows the physician more time for treatment.

RHO EPSILON HEADQUARTERS

VCU has become the national headquarters of Rho Epsilon national professional real estate fraternity.

The fraternity's national offices, formerly at the University of Nebraska at Omaha, are now in the Real Estate and Urban Land Development program of the VCU School of Business. Dr. James H. Boykin, Alfred L. Blake Chair Professor of Real Estate, has been appointed executive vice president.

There are 20 chapters of Rho Epsilon at universities throughout the country, with a membership of 2,200. A student steering committee has been formed to establish a chapter at VCU during the fall semester.

Rho Epsilon promotes professional and academic study and research in the field of real estate. It was founded 25 years ago at the University of Southern California.

READINGS-SEMINAR ON BUSINESS

Beginning in September four readings-seminars are being sponsored by the School of Business' Management Center in cooperation with the Alumni Activities Office.

According to Clyde M. Thompson of the Center, the purpose of the program is to offer alumni the opportunity to keep abreast of changes in the business world as well as to become informed on various subjects not having been taken while in school.

Dr. Moustafa H. Abdelsamad of the business administration department will lead the four-hour seminar on finance with Dr. Collin Bushway conducting the personnel seminar.

The session on supervision is to be lead by Dr. Eugene H. Hunt, assistant chairman of business administration with departmental Chairman Russell A. Johnston holding the management seminar.

Both registration and reading materials will be handled through the mail. More detailed information is forthcoming.

BLANTON NAMED RECTOR

Dr. Wyndham B. Blanton, IV, a Richmond physician, is the newly elected rector of the University's Board of Visitors. He has been a member of the board since 1969 and has also served as an instructor at the Health Sciences Division and as a part-time assistant dean of the School of Medicine.

The graduate of the University of Richmond and the Medical College of Virginia succeeds Robert A. Wilson whose term on the 15-member board expired July 1.

Other board officers include S. Buford Scott, re-elected vice rector, and Richard D. Obenshian, secretary.

The three officers join Dr. Owen Gwathmey, James E. Sheffield, B. Walton Turnbull, and Virginius Dabney in composing the board's executive committee.

Approximately 80 VCU students at the Academic Division were presented awards at the 1972 Honors and Awards Assembly with Frankie O. Felder receiving the Alumni Association (Academic Division) Outstanding Student Award. Miss Felder, who received her degree in elementary education, is the daughter of Tyree Felder II, equal employment opportunity officer at VCU, and Mrs. Muriel Felder, director of the department of social work, also within the University. Gordon P. Bruce, president of the association, made the presentation.

SHORTAGE OF NURSES AT HOSPITALS

"There is a shortage of nurses nationally. In Virginia the shortage is acute and in the MCV Hospitals, the shortage is even more acute," states Rosemary Fritsch, director of the department of nursing for the hospitals.

"MCV has had a crisis in nurse shortage for three to five years," according to the director. An extensive recruiting program is now under way to attract qualified nurses from within and out of the state. We strongly feel that all existing nurses in Virginia are needed in their localities and therefore are attempting to bring in nurses from other states," Miss Fritsch specifies.

In the past four months approximately 130 nurses have joined the MCV staff. This number represents a doubling of the recruiting efforts of last year, according to Miss Fritsch, who also serves as associate hospital director. Yet, she reports the need "for approximately 200 more registered nurses in order to give adequate care in both in- and outpatient facilities." Part of this demand for nurses stems from the increased complexity of health care within recent years.

Assisting in the recruiting efforts is the newly organized Nurse Intern Program in which the number of nurses participating has doubled. The purpose of this program is to help young nursing graduates adjust to hospital responsibilities. Once this adjustment is completed, the nurses often are retained on the hospital's staff. "Retention is a big factor in recruiting," suggests Miss Fritsch.

Other recruiting aids come through the attendance of national conventions where a booth designed by Charles J. Magistro, faculty member in communication arts and design department, is displayed. Also helpful are two full-time nurse recruiters for the hospitals, Sarah Cooke and Dennis Barrows.

"More graduates from VCU's School of Nursing have been recruited in the past three years than ever before," according to Miss Fritsch.

"Many nurses already on the staff in the department of nursing volunteer their time to recruit as well as to conduct 'hospitality weekends' for prospective employees," she adds. Likewise, another new program is being implemented to train existing MCV employees as nurses.

A final area of concern is the "few" male nurses which have been recruited onto the MCV staff. Director Fritsch quickly asserts, "Because males often offer greater stability, we would like to recruit more of them."

AIDING TEACHER-COORDINATORS

An outgrowth of the distributive education department within the School of Education exists in the form of a service facility aimed at assisting distributive education teacher-coordinators throughout Virginia.

Serving as a reminder to educators that learning is the end result of education, this new facility began operations in June 1971. Such operations are often referred to as materials centers, media centers or instructional resources centers. VCU's adaptation on this theme is aptly called the Learning Resources Center.

Begun as a research project funded through the Vocational Education Division of the Virginia State Department of Education, the center has until June 1973 to determine if a facility of this type could be self-supporting and is in demand.

Its primary goal is centered around the collection, production and dissemination of resource materials currently on the educational scene. By helping the potential and employed teacher-coordinator, the students are benefited in attaining their goals of becoming productive workers in the occupational field of marketing.

Vivien K. Ely, chairman of distributive education, also serves as director of the center. The full-time staff of ten has on the LRC's mailing list all state supervisors of distributive education and heads of DE teacher education programs, vocational directors and all other personnel in Virginia. The center's mailing list is composed of these 800 people who are responsible for relaying innovations in the field to their own students.

From the preparation of printed and audio-visual materials to consultant services to conferences to utilization of the growing distributive education library, this research project is dedicated toward serving.

"As we educators extend our capacity for individual learning, we will extend our ability to help learners pick up where they are and to move at their own pace toward personal goals. Each of these learners, with his own personality mix, approaches a chosen distributive occupation with personal plans for entering and advancing. Each has individual learning needs. It seems likely that oncoming years will find us more involved in serving these needs," concludes Mrs. Ely.

In addition to its reference-lending and consulting services, the development of instructional materials, and the organizing of workshops, the LRC has recently developed a job preparation kit. Designed to assist the teacher-coordinator in creating a transitional environment for employability training, the kit will include multi-media instructional and environmental materials in which job interviews might occur.

MCV FOUNDATION OFFICERS ELECTED

Jack H. Baskerville, recently retired executive vice president and senior trust officer of First & Merchants National Bank, has been elected the first full-time treasurer of the MCV Foundation.

Eppa Hunton IV, Dr. Edward Myers and Ralph M. Ware, Jr. were re-elected president, vice president, and secretary respectively. W. T. Sanger, chancellor emeritus and former MCV president, will continue to serve as executive director.

In response to a request from the University's administration, the trustees, upon recommendation of the finance committee, appropriated over $110,000 to support various programs at the Health Sciences Division. The funds will be used for the purchase and replacement of needed equipment and improvement of educational programs. All of the schools and programs at MCV including the hospitals will benefit from this action of the Foundation.

Chartered in 1949, the MCV Foundation's mission is to support the schools and educational programs of the MCV Division. The asset carrying value of the portfolio for the year ending June 30, 1972, was $7,415,000 with a market value in excess of $10 million.

In addition to the officers elected, the other trustees are Dr. Charles M. Caravati, Dr. Herbert C. Lee, Dr. Harry Lyons, Dr. Kinloch Nelson, R. Reginald Rooke, John H. Temple, Dr. Elam C. Toone, Dr. H. St. George Tucker, W. Roy Smith, Dr. C. Newton Van Horn, and Dr. H. Hudnall Ware, Jr.

EVENING COLLEGE REGISTRATION

Registration for the 660 classes offered through the VCU Evening College is currently under way, according to Director John A. Mapp.

Those persons interested registered by mail through August 21, and those registering in person may come to the Mosque on August 29 and 30 from 3:30-9:00 p.m. or on September 5, from 5:00-8:00 p.m. in the Old Gym, 817-19 West Franklin Street.

For the first time the VCU fall semester will begin the first week in September and will be completed before Chrismas.

An Evening College catalogue and mail registration materials can be obtained by telephone request to 770-6731.

NELSON CLINIC, A NAMESAKE

One of the University's major medical care facilities has been named for Kinloch Nelson, M.D., who retired last year as dean of the School of Medicine.

The Nelson Clinic, formerly the Clinical Center, was completed in 1967 and contains 60 self-care beds. It is considered an innovation in health care techniques.

Dr. Nelson retired last June after eight years as dean and 42 years as a faculty member in the School of Medicine. He received his B.A. and M.D. degrees from the University of Virginia, completed his rotating internship at the University of Minnesota, and served as assistant resident at the University of Chicago. Subsequently, he returned to Richmond to practice with his father, Dr. Garnett Nelson, also a faculty member at the Medical College of Virginia.

Dr. Nelson has long been active in professional organizations, having served as president of the Richmond Academy of Medicine, as Speaker of the House of Delegates of the Medical Society of Virginia, and as a master of the American College of Physicians.

In addition to his teaching responsibilities, he has also served as director of continuing education at MCV, physician in charge of the medical outpatient department, director of the home-care program, and consultant in internal medicine for McGuire's VA Hospital, a position he still holds.

Dr. Nelson has served on the Richmond Area Community Council, the Governor's Regional Advisory Council for the Virginia Regional Program, the Governor's Advisory Committee of Medicare-Medicaid, and on the Capital Area Comprehensive Health Planning Council.

The first class to graduate from MCV after Dr. Nelson was appointed dean, numbered 73. This year VCU graduated 133 physicians.

SOCIAL WORK NAMES DEAN

Not particularly surprising to the readership, notes of emotion such as "excited," "pleased," "great opportunity," and "true challenge" were expressed during an interview with a newly appointed dean. Yet, the sincerity of such statements continue to justify their appearance in print.

And with the School of Social Work's new dean in Elaine Rothenberg, the words seemed to take on renewed vitality. The former associate dean states that "if civilization is to survive, it may be because of people having such dedicated commitments as those of social workers." She hastens to add that social workers "may not save the world, but they can play a significant part." She views her new position as an opportunity to influence the lives of future social workers and therefore elicits the enthusiasm of one on the threshold of great responsibiilty to others.

In her new position since July 1, Mrs. Rothenberg has been a member of the VCU faculty since 1960. She replaces Dr. Richard Lodge who assumed the position of executive director of the Council of Social Work Education.

She earned the B.A. degree, magna cum laude, from Queens College in New York and the M.S.S. degree from Smith College School of Social Work, Northampton, Massachusetts.

Prior to coming to VCU, Mrs. Rothenberg worked as a social work practitioner in the fields of public welfare, family counseling and child guidance. She had previously taught at Smith College and served as consultant to graduate schools of social work on curriculum development and as chairman and member of evaluation teams for the Commission on Accreditation of the Council on Social Work Education.

She is treasurer of the National Association of Social Workers and past chairman of its Task Force on the Social Services. Likewise, she is past chairman of the Council on Social Work Education's Ad Hoc Task Force on the Educationally Disadvantaged.

In 1965 the Central Virginia chapter of the National Association of Social Workers named Mrs. Rothenberg "Social Worker of the Year." The author of numerous publications, she is listed in "Who's Who in American Women" and in "Who's Who in American Women in the Southeast."

Alumni Associations

VCU (ACADEMIC DIVISION)

The past several months have been ones in which the Board of Directors of the Virginia Commonwealth University Alumni Association (Academic Division) have been involved in planning and evaluating many of the activities in which the Association is involved.

The annual homecoming, which is usually held in October, has received the greatest amount of attention. With the number of alumni attending being extremely low, the Board has agreed that it must work with the Alumni Activities Office of the University in finding additional ways to encourage greater numbers to return to the campus. The Board will hold a meeting in late summer devoted entirely to the subject of meeting the needs of alumni and bringing them back to the University campus. I solicit from each of you comments that may be helpful as we plan for the future.

It was recently decided to give the Faculty Award to Lois McGregor Washer who retired as a professor of recreation and chairman of the department of social welfare after having served the University for 32 years. I remind alumni that they may send contributions to the Lois McGregor Washer Scholarship and Loan Fund which was established to award scholarship and loan support to students studying social welfare or recreation. Your check should be sent to the VCU Annual Fund marked for the Washer Fund.

The Board of Directors of the association recently elected Mr. Robert Archer Wilson to honorary life membership in the association. Mr. Wilson served as a member of the Board of Visitors and Rector of Richmond Professional Institute from 1962 until 1968. He then served on the Board of Visitors of Virginia Commonwealth University from 1968 until 1972. He was Rector of that Board when his term of office expired. Throughout his years as a member of the Board of Visitors, Mr. Wilson has been supportive of programs which involved the alumni of the University and it is appropriate that he be welcomed to our ranks as an honorary life member.

Please do not hesitate to let me have your thoughts concerning programs which could be sponsored by the alumni association in which you are interested. I am always pleased to hear from those who studied at the University. You may write in care of the Alumni Activities Office, 828 West Franklin Street, Richmond, Virginia 23220.

Gordon P. Bruce

SCHOOL OF SOCIAL WORK

Greetings to all from your alumni association.

We congratulate Dean Elaine Rothenberg who became our new dean on July 1. We are pleased that she was chosen to be the head of our school and look forward with eagerness to the opportunity of working with her.

Last spring, the alumni association participated in the Council of International Programs. We were able to find thirty suitable homes for ten foreign participants who were attending classes at the school. They each stayed with three different families. We held a reception for the participants where they were formally welcomed to the school. The faculty, host families, agency representatives, VCU administration, and alumni board were invited. At the end of their six week stay, before they began their three month field experience, an informal party was held for the participants, host families, and alumni board.

The cooperation and success that was experienced during this program was most exciting. Social workers, professors, doctors, businessmen, and students came together as host families and gave of themselves to the participants who were our guests. The rewards of this program have been insurmountable.

The annual meeting was held in June at the Holiday Inn in downtown Richmond. The business meeting included a recapping of the events of the past two years. New board officers and members for 1972-74 were elected and include: Nancy Foley, president; Marcia Dudley, vice president; Anne Voorhees, secretary; and George Dorman, treasurer. New board members are: Mike Beadles, Ray Ford, Tom Foster, MacDonald Franklin, Van Goode, and John Thornton. Those remaining on the board are: Mary Ellen Deckelman, Gary Garrison, Wayne Johnston, and Phyllis McGhee.

After the election, a presentation was made to Dean Richard Lodge with our appreciation for his contribution to the school while he was our dean. After this, a reception was held in Dean Lodge's honor.

In June, a planning meeting was held. Among the general plans are updating the alumni registry by September 1972, increasing participation in the affairs of the school, and increasing our bank account for a sizable contribution to the H. H. Hibbs Loan Fund and for working capital.

We look forward to communicating with you again in the fall edition of the **VCU Magazine** and plan to have formulated more specific goals for the next two years.

Marcia Dudley

NURSING SECTION

It was a pleasure to greet the alumni who returned for the program and annual meeting on June 2.

The program was extremely informative and well received. Mrs. Jerri Brown, clinical nurse specialist in cardiovascular nursing; Mrs. Sue Blievernicht, clinical nurse specialist in medical-surgical nursing; Mrs. Marti Read, clinical nurse specialist in renal nursing; and Miss Linda Pearson, clinical nurse specialist in psychiatric nursing; discussed their roles at MCV. Everyone who heard them agreed that this was one of the best programs ever presented and we greatly appreciated their contribution.

A deeply touching event occurred during the business meeting following the program when the Outstanding Nurse Alumni Award was presented to Miss Marguerite Nicholson. "Miss Nick", as she is affectionately known to most of us, retired in June after 37 years of faithful service to the school and hospital. Surely this award was well deserved. We wish "Miss Nick" much happiness in her retirement and hope she will continue her participation in the nursing section.

June H. Turnage

HOSPITAL ADMINISTRATION SECTION

The annual meeting of the Hospital Administration Section Alumni Association was held on August 7 at McCormick Place in Chicago.

At that time the business of the organization was conducted with the nominating committee making a report with respect to the officers and board members for the 1972-73 year.

The executive committee of the association met on the same day at the Sheraton-Blackstone Hotel, also in Chicago.

Also at the annual meeting a report was heard from the committee responsible for organizing the First Annual Cardwell Lecture, which will take place at the Congress.

Of particular interest to the alumni association is the fact that the Class of 1972 pledged $1,500 as a contribution to the establishment of the Cardwell Lecture Series. This outstanding contribution by the most recent class should offer a real challenge to other members of the association and, hopefully, provide sufficient funds to perpetuate the lecture series.

John F. Harlan, Jr.

Whatever happened to...

L. Nelson Bell (medicine '16) was recently elected moderator of the General Assembly of the Southern Presbyterian Church. Dr. Bell is the father-in-law of Evangelist Billy Graham.

G. Hunter Wolfe (medicine '28) was recognized for his community service at the Charter Day celebration at Emory & Henry College. Chairman of the board of trustees at Emory & Henry, Dr. Wolfe is the attending physician there and practices medicine in Abingdon, Va.

Emmett C. Mathews (medicine '34) of Richmond, is president-elect of the Richmond Academy of Medicine.

Morris H. O'Dell (medicine '40) Charleston, W. Va., has been named to the executive committee of the Regional Advisory Group of the West Virginia Regional Medical Program. He also serves as president of the Kanawha Medical Society.

William H. Alexander (dentistry '42) has been named "Kiwanian of the Year" by the Hopewell, Va., Kiwanis Club.

Warner J. Ball (dentistry '43) of Kenbridge, Va., was made a fellow of the American College of Dentists.

Alexander C. Johnson (medicine '43) Great Falls, Mt., was installed as president of the Rocky Mountain Neurological Society.

Frank F. Merker (medicine '43) has assumed the position of superintendent of Southwestern State Hospital, Marion, Va.

Gloria M. Diggs (nursing '44) of Fort Eustis, Va., has been elected president of District X, Virginia Nurses Association.

Mary K. Dalton (music '45) formerly director of federal projects for the Hopewell, Va., school system, has accepted a position with the State Department of Education as assistant state supervisor of educational telecommunications.

Dorsye Elizabeth Russell (nursing '46) has been named director of nursing at Mary Washington Hospital, Fredericksburg. Miss Russell is a member of the board of directors of the Virginia Nurses Association.

Douglass O. Hill (medicine '47) medical examiner for Winchester and Frederick County, Va., is president of the Medical Association of the Valley of Virginia.

Thomas F. Marshall, Jr. (pharmacy '49) is serving as one of 39 Virginia pharmacists who supervise senior pharmacy students at MCV who are participating in a new Professional Practice Program. The students spend three weeks at local pharmacies such as the Marshall Drug Store in Urbanna.

William O. Bevilaqua (fine arts '50) has been promoted to professor of communication arts at VCU.

Robert N. Picardat (commercial art '50) has opened a design consultant office in Alexandria, a firm which specializes on design of specialty retail shops, office buildings, and shopping centers.

Don A. Hunziker (business '51) of Richmond, has been appointed vice president-manufacturing for Lea Industries, Inc.

John F. McDonough (medicine '52) is serving as medical director of the laboratory of industrial medicine at Tennessee Eastman Co., Kingsport.

Berta M. Newell (social science '52) is retiring after 34 years employment in the Virginia public school system—including 20 years teaching in Chesterfield County and eight as principal at Bellwood School. She was named among the "Creative and Successful Personalities" by International Personnel Research in 1972.

George J. Orr (dentistry '52) is chairman of the dental health liaison committee which works with the Lynchburg public schools in establishing a preventive dentistry guide for teachers.

Philip B. Peters (dentistry '53) has recently been promoted to associate clinical professor of oral surgery at VCU.

Alton R. Sharpe, Jr. (medicine '54) has been named professor of radiology at VCU.

Katherine G. Bobbitt (nursing '56) was promoted to associate professor of psychiatric nursing at VCU.

Claudine C. Iddings (drama '57) has been a member of a team teaching program at Seaford Elementary School in York County, Va., which involved 94 fifth grade students participating in extra learning experiences.

John M. Miller (medicine '58) of Roanoke, has been selected for membership in the American College of Physicians.

A. Jarrell Raper (medicine '59) has been appointed associate professor of medicine at VCU.

Phillip Roscoe Redman (art education '59) from Chester, Va., earned the M.Ed. degree in industrial education from Virginia State College, Petersburg.

Kay B. Brown (M.S. distributive education '60) has been promoted to associate professor of distributive education at VCU.

Carolyn Lindstom Tomko (occupational therapy '60) received the M.Ed. degree from Virginia State College, Petersburg.

Gerald C. Headley, Jr. (business '61) has been appointed Richmond area manager for the Virginia Electric and Power Company.

John J. Kriz (medicine '61) is director of laboratories at Rockville (Conn.) General Hospital as well as clinical assistant professor of pathology at the University of Connecticut School of Medicine, Hartford.

Reid F. McGehee (medicine '61) has been appointed associate professor of medicine of VCU's Health Sciences Division.

Jo Ann S. Braswell (interior design '62) owns The Corner Shop, an antique/gift shop in Charlottesville.

James L. Dunn (business education '62) director of alumni activities at VCU, recently received the M.S. in business at the University.

Richard E. Hardy (M.S. rehabilitation counseling '62) has been elevated to the position of professor, rehabilitation counseling, at VCU.

William E. Holland (medicine '62) has been promoted to assistant professor of medicine at VCU.

Harry C. Kuykendall (medicine '62) was chosen president-elect of the Alexandria Medical Society.

Grace R. Maxey (nursing '62) recently received her 25-year service pin at the Veterans Administration Hospital in Tuscaloosa, Ala. She was formerly affiliated with the V.A. Hospital in Oteen, NC.

John M. McCoin (MSW '62) a social worker at the Montrose, NY, Veterans Administration Hospital since 1968, was cited as "Employee of the Month" by the hospital's incentive awards committee.

Hubert V. Moss (medicine '62) is an assistant clinical professor of dermatology at the University of Wisconsin, Madison, and is affiliated with the Jackson Clinic there.

Jack D. Proctor (medicine '62) Richmond, was elected to membership in the American College of Physicians.

Robert M. Tipton (M.S. psychology '62) of VCU's psychology department, has been promoted to associate professor.

James I. Botsford (medicine '63) Reno, Nev., is president of the Nevada Academy of General Practice and voted "outstanding alumnus" by the University of Nevada.

Ronald K. Davis (medicine '63) was promoted to assistant clinical professor of surgery at VCU's Health Sciences Division.

Thomas S. McCallie (hospital administration '63) has been promoted to associate administrator at Community Hospital of Roanoke Valley, Va. Before going to Roanoke, McCallie was administrator at Richmond's Sheltering Arms Hospital.

Susan E. Smith (journalism '63) has worked for United International in London for several years and is now affiliated with the French Press in Paris.

John F. Wilson (drama/speech '63) is serving as news director for WAVY-TV in Virginia's Tidewater area.

J. Thomas Wright (physical education '63) has been appointed assistant secretary in the life, accident and group/railroad and medicare division of the claim department of the Travelers Insurance Companies, Hartford, Conn.

Kenneth L. Younger (business '63) has been named president of Inta-Roto, Inc. of Richmond.

James Clay Adams (music education '64) Richmond, received the M.Ed. degree from Virginia State College, Petersburg.

Charles T. Baber (retailing '64) has been promoted to manager of the Sears store located in Richmond's Southside Plaza.

Ronald B. David (medicine '64) has been promoted to associate professor of pediatrics and medicine at VCU.

Ronald A. Reynolds (social science '64) recreation director of the Campbell County (Va.) Recreation Program has formulated a recreational program which utilizes area schools and offers over 60 hours of activities each week to citizens.

R. Scott Tyler (liberal arts '64) a staff associate of the Virginia Municipal League, has been named public information officer for the City of Virginia Beach.

George H. Armentrout, Jr. (business '65) received the Military Airlift Command Outstanding Individual Safety Award at Reese AFB, Tex. Captain Armentrout was recognized for his performance during an inflight emergency involving an HH-43 Huskie helicopter engine failure.

Donald S. Broas (hospital administration '65) of Boston, is administrator of the Robert B. Brigham Hospital.

Ron Coleman (distributive education '65) is head track coach for the Ferrum College "Panthers." As assistant track coach, he carried the Virginia junior college to second place in the NJCAA Regional meet in 1971.

Eleanor Freed Evans (medicine '65) has been promoted to assistant professor of medicine at VCU.

Robert M. Howell (dentistry '65) was recently promoted to associate professor of oral pathology here at VCU.

Arthur F. Jensen (psychology '65) has assumed duties as assistant minister of Second Presbyterian Church in Petersburg after completing graduate studies in pastoral counseling at Union Theological Seminary in Richmond.

L. Wayne Meredith (sociology '65) formerly a member of the Grady Memorial Hospital staff in Atlanta, has become pastor of the Chase City (Virginia) and Wylliesburg Presbyterian Churches.

H. Wayne Tucker (sociology '65) former principal of Essex High School at Tappahannock, Va., has been appointed principal of Appomattox County High School, Appomattox, Va.

Robert L. Brocklehurst, Jr. (M.S. rehabilitation counseling '66) has been appointed director of the Region III planning district (Fredericksburg area) of the Virginia Department of Vocational Rehabilitation.

James E. Dalton, Jr. (hospital administration '66) is the regional administrator for Extendicare, Incorporated, in Dallas.

Salvatore L. Federico (fine arts '66) has been promoted to assistant professor of painting and printmaking at VCU.

Wallace Michael Saval (history '66) earned the Master of Arts degree in history from Virginia State College, Petersburg.

Sarah Slonaker Bias (elementary education '67) of Hopewell, Va., has earned the Masters degree in education at Virginia State College in Petersburg.

Rufus H. Gordon (medicine '67) South Boston, Va., has been elected president of the Halifax County Medical Society.

Johnnie Furman Humphrey (elementary education '67) of Colonial Heights, Va., received the M.Ed. degree from Virginia State College in Petersburg.

Hermes A. Kontos (Ph.D. graduate studies '67) after recent promotion, is now professor of medicine at VCU.

John Markham (hospital administration '67) previously administrator of Memorial Hospital in Culpeper, Va., has become administrator of the National Orthopaedic and Rehabilitation Hospital in Arlington.

Robert S. Sayers (business '67) Captain in the U.S. Air Force, is serving at Yokota Air Base, Japan. A supply management officer, he is assigned to a unit of the Air Force Communications Service.

John M. Turner (MSW '67) is director of the Bethlehem Center in Richmond where a program has been started to work with youths using illegal drugs.

Nabil Azzam (Ph.D. '68) of Aleppo, Syria, works with the World Health Organization assigned to the medical school of the University of Aleppo. Dr. Azzam is chairman of the department of anatomy there.

Frances Bates Barwick (elementary education '68) received the M.Ed degree from Virginia State College in Petersburg.

Sandra C. Bristol (communication arts & design '68) is a commercial artist in the public relations department of Aetna Life and Casualty Company's home office in Hartford, Conn.

George R. DeMille (advertising '68) received a promotion to advertising manager in the Kansas City Division of the Kroger Co.

John T. Nuckols (Major) (medicine '68) formerly of Staunton, Va., is chief of the department of psychiatry at Misawa Air Base, Japan.

Priscilla A. Rappolt (MFA fine arts '68) of Earlysville, Va., was featured, along with her mother, Nelle G. Thayer of Richmond, in an exhibition at the Fredericksburg Gallery of Modern Art.

Sandra Eley Tims (Master of Music Education '68) is teaching children's music in Implementing Elementary Music Improvement project at McDowell School in Columbia, Tenn.

Patti Nowlan Vanatta (elementary education '68), Claremont, Va., earned the M.Ed. degree from Virginia State College in Petersburg.

Preston E. Wagner (distributive education '68) a graduate of Concordia Seminary in Springfield, Ill., was ordained into the ministry of the Lutheran Church. He will serve as pastor of a dual parish in Freedom, Pa.

L. Brooks Zerkel, Jr. (accounting '68) has been elected auditor of the Central National Bank in Richmond. Immediately prior to his present position Brooks, a Certified Public Accountant, was a senior accountant with Ernst and Ernst, also located in Richmond.

John Abell (fine arts '69) sergeant in the U.S. Air Force, was judged a semi-finalist in the 1972 Tactical Air Command Talent Contest, Bergstrom AFB, Tex.

Stephen E. Blythe (management '69) has been appointed manager of the First Federal Savings and Loan Association office in Franklin, Va.

A. B. Connelly, III (psychology '69) a Department of the Army civilian, is currently on a three year tour to the Federal Republic of Germany. He is the senior computer specialist at the STRATSOM computer switch in Augsburg, West Germany.

Billy L. Dixon (accounting '69) has been promoted to a systems officer in First and Merchants National Bank, Richmond.

William L. Henley (history '69) of Richmond, has been appointed field representative for eastern Virginia for the National Foundation March of Dimes.

Donna A. Martin (nursing '69) a lieutenant in the Navy, is assigned to the U.S. Naval Hospital, Quantico, Va., as a pediatric nurse clinician.

Stephen M. Parcel (dentistry '69) is leaving Torrance, Ca., where he was associated with the Veterans Adminis-

tration, and is moving to Texas to work in maxillofacial prosthetics.

Michael C. Perry (math education '69) U.S. Air Force Sergeant, was named Outstanding First Term Airman in his unit at Hickam AFB, Hawaii. A security policeman, he is a member of the Pacific Air Forces, headquarters for air operations in Southeast Asia, Far East and the Pacific area.

Grey Walden Ritchie (elementary education '69), Petersburg, received the M.Ed. degree in early childhood education from Virginia State College.

James G. Smith (business '69) senior loss prevention representative for Liberty Mutual Insurance Co. in Roanoke, participated as a speaker in a series of classes offered by Virginia Western Community College on provisions of the new Occupational Safety and Health Act.

Doris W. Woodson (MFA painting '69) a member of the art faculty at Richard Bland College in Petersburg, was recognized in a special showing of her work in the college library.

Joseph S. Curtin, Jr. (English '70) of Colonial Heights, Va., is serving a two-year tour of duty as a Peace Corps volunteer in Balingang, Albay, in the Phillippines.

Christine C. Darg (journalism '70) of the Richmond **Times-Dispatch**, received first-place honors for page editing and home furnishings writing in national competition sponsored by the National Federation of Press Women.

Bennie Lee Davis (nursing '70) is employed at Memorial Hospital for Cancer and Allied Diseases in New York City. She is alternate head nurse on the thoracic-genito-urinary unit.

Patricia L. Edgerton (sociology '70) has conducted a course this summer in VCU's department of sociology entitled "The Changing Roles of Women." A seminar, it was designed for career women, housewives, and college students.

Paul D. Gholson (business '70) has been named director of tourism for the City of Petersburg, Va.

Norman L. Hilliard (pharmacy '70) has been named assistant professor of pharmacy at VCU.

Edward Roy Kromer (pharmacy '70) of Farmville, Va., has been elected president of the Old Belt Pharmaceutical Association.

Ernest Irby (journalism '71) is now assistant production manager for Richmond Newspapers. He joined the company in 1955 and is assisting in the conversion to a total electronic production system for the two Richmond dailies.

David B. Liebman (hospital administration '70) of Miami, has been appointed mental health administrator for the Dade County Mental Health Board.

Philip B. Meggs (MFA painting and printmaking '71) is elevated to the position of assistant professor of communication arts at VCU.

Owen T. Merwin, Jr. (English '71) is now working for the Department of the Treasury, Bureau of Customs, as a customs inspector in Norfolk.

Lawrence E. Murphy (retailing '71) has been appointed assistant to the director of public information for the Virginia Alcoholic Beverage Control Board.

Carole H. Seabolt (Master of Art Education '71) who recently exhibited her work in Hopewell, Va., is now actively painting commercially and doing drawings and sculpture for area residents.

Roger S. White (accounting '71) has been appointed as accountant in the business office of Wytheville Community College.

Everett L. Winrow (Master of Art Education '71) recipient of over 25 awards for his paintings, is now an instructor in fine arts at Virginia State College in Petersburg.

Faithe C. Henkell (M.S. rehabilitation counseling '72) is in charge of conducting the work evaluation program at the Opportunities Unlimited Training Center at Bowling Green, Va.

Linda Smith Thorpe (business education '72) is now serving as dean of Dunsmore Business College in Staunton, Va. She will also instruct classes in secretarial and stenographic subjects at Dunsmore, which is in its centenary year of operation.

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